



The Great Grown-Up Spelling Bee

SPONSORSHIP PROPOSAL

Goal

To promote Ready to Read, a community collaboration that encourages early childhood literacy, and to purchase gift books for distribution to Kalamazoo County children. 100% of net Spelling Bee proceeds will be used to buy children's books; each \$3 realized buys a gift book for a child.

Ready to Read distributes books at 38 sites, including medical offices, human services agencies, and emergency food pantries, as well as Bronson and Borgess hospitals. Last year, we gave almost 20,000 storybooks to children throughout the county.

The Event

- November 19, 2008, 6:00-9:00 pm, at the Bernhard Center, Western Michigan University
- Teams of eight adults — two courageous spellers and six outrageous cheerleaders compete
- Prizes awarded for best spelling, best costumes and most enthusiastic, creative cheering
- Complimentary hors d'oeuvres and cash bar
- Event recorded by Community Access television and broadcast on many subsequent dates

Honorary Chairs

Michael F. Rice, Ph.D., Superintendent, Kalamazoo Public Schools

Marsha A. Wells, Superintendent, Portage Public Schools

Sponsorship Opportunities

- Sponsor the Great Grown-Up Spelling Bee with a donation of any amount. Please see attached sheet of sponsorship benefits for more information.
- Sponsor the Great Grown-Up Spelling Bee at the Bronze level or higher and you may opt to send a team or a Bee official to participate in the Bee. This may be your own team or the library will recruit a nonprofit organization to compete on your behalf.

For more information, please contact the Ready to Read program coordinator, Andrea Enyedi, at andrea@kpl.gov or 553-7803. Visit www.kpl.gov/ready-to-read to learn more.



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ready to read



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BENEFITS OF SPONSORSHIP

Gold Level (\$3,000 and higher)

- Logo prominently displayed on spellers' table and in television broadcast credits
- Logo featured in *Gazette* pre and post event advertisements, Library Link and Ready to Read newsletters, on the library website, and in the event program
- Listed as major sponsor in press releases
- Corporate banner displayed at event
- Name placed on Kalamazoo Public Library Wall of Honor

Silver Level (\$1,500)

- Name listed in *Gazette* pre and post event advertisements, Library Link and Ready to Read newsletters, and on the library website
- Listed as sponsor in press releases
- Corporate banner displayed at event
- Name placed on Kalamazoo Public Library Wall of Honor

Bronze Level (\$500)

- Name listed in post-event *Gazette* advertisement, the Ready to Read newsletter, event program, and library website

Book Pledge (\$250)

- Name listed in event program, library website, and announced by emcee at event

Letter Sponsor (\$100)

- Name included in alphabet display at event and on library website

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2007 SPONSORS

Gold Level

Pfizer, Inc.

Silver Level

Borgess Health
Bronson Healthcare Group
Educational Community Credit Union
Kalamazoo Downtown Rotary
Kalamazoo Gazette
Opus Healthcare Internal Medicine

Oudersluys, Inc.
Secant Technologies
Stryker
Western Michigan University
Your Gull Road Wal-Mart

Bronze Level

AM Todd Company
Anonymous
Borgess ProMed Pediatrics
Breakfast Optimist Club
Bronson Rambling Road Pediatrics
Community Access Center
Cornerstone Office Systems
Delta Kappa Gamma
Jeff Lee, Prudential Preferred Realtors

Kalamazoo County Juvenile Home
Kalamazoo Sunrise Rotary
Kazoo, Inc.
Ladies Library Association
Mary Doud and Marge Kars
Miller Canfield
Nicholas & Barbara Andreadis
Portage Wal-Mart
The Undercover Readers

Book Pledge

Adam Anderson, Wachovia Securities
Daniel Doerr, Wachovia Securities
Diekema Hamann
Esper Electric
Kingscott Associates
Marc and Jeanne Schupan

Orrin B. Hayes
Phi Delta Kappa
Portage AM Rotary
Portage Cleaners & Laundry
Siegfried Crandall
Zuiderveen Realty



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